

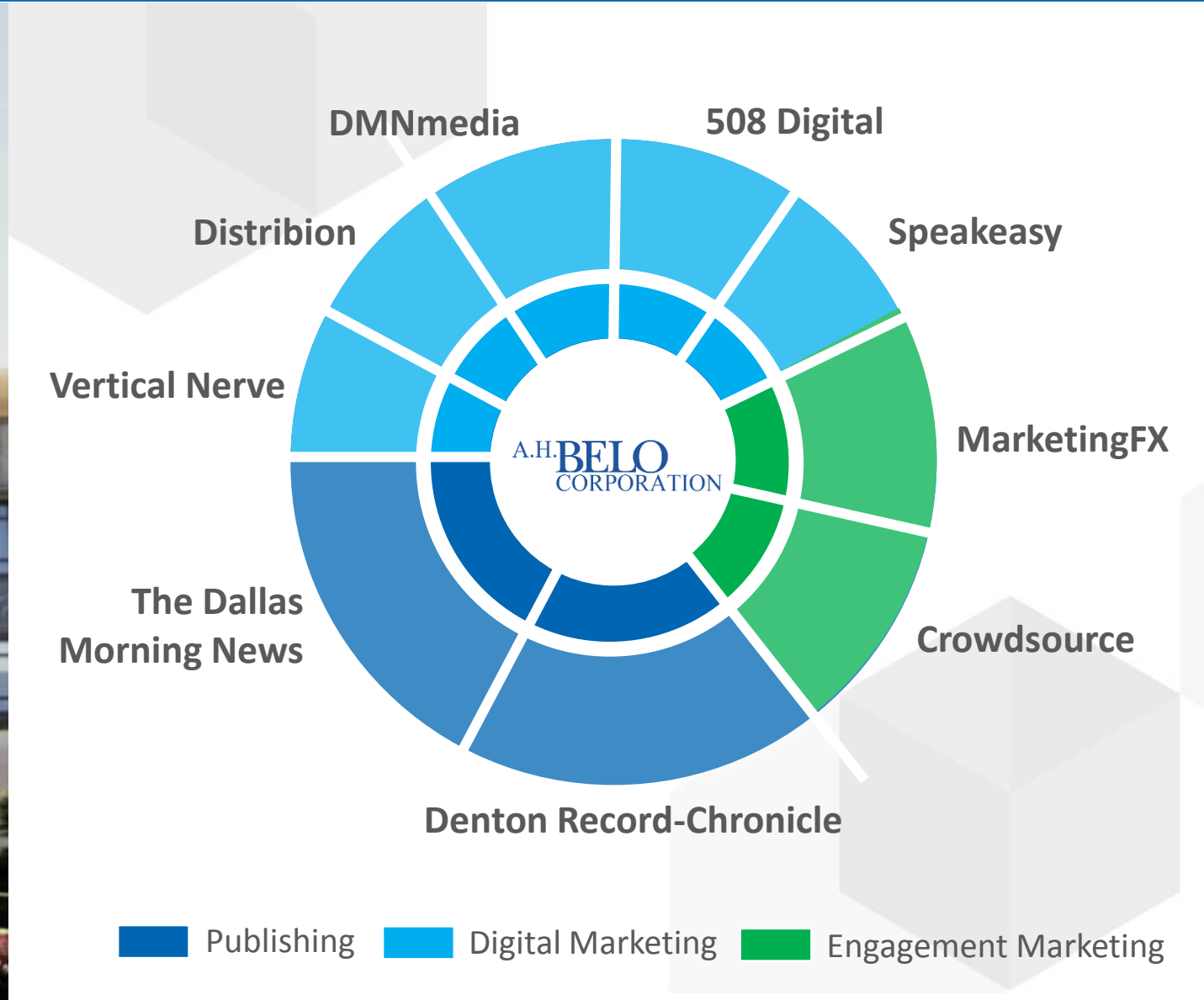
# Jon Usry

Director Digital Platforms, The Dallas Morning News

The Dallas Morning News

BUILD THE NEWS UPON  
THE ROCK OF TRUTH  
AND RIGHTEOUSNESS  
CONDUCT IT ALWAYS  
UPON THE LINES OF  
FAIRNESS AND INTEGRITY  
ACKNOWLEDGE THE RIGHT  
OF THE PEOPLE TO GET  
FROM THE NEWSPAPER  
BOTH SIDES OF EVERY  
IMPORTANT QUESTION

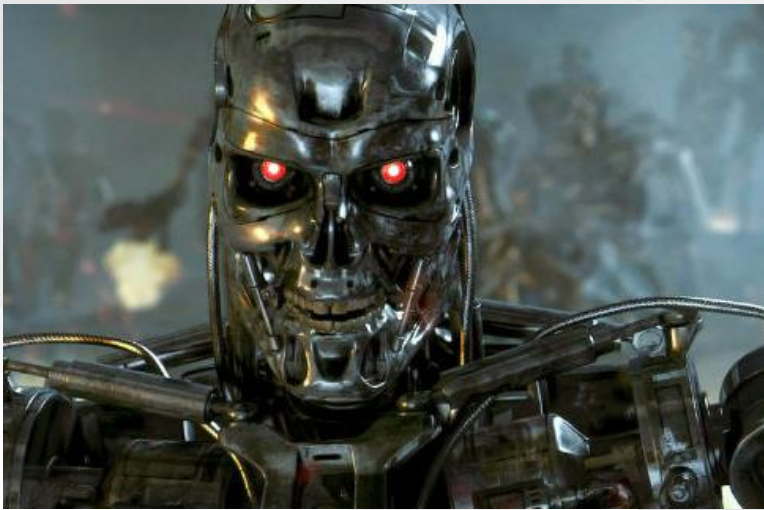
# A.H. Belo - Portfolio of Publishing & Marketing Services





# Programmatic. Past > Present > Future

## Programmatic **PAST**



- Channel conflict
- CPM erosion
- Advantage to buyers
- Poor quality of ads

## Programmatic **PRESENT**



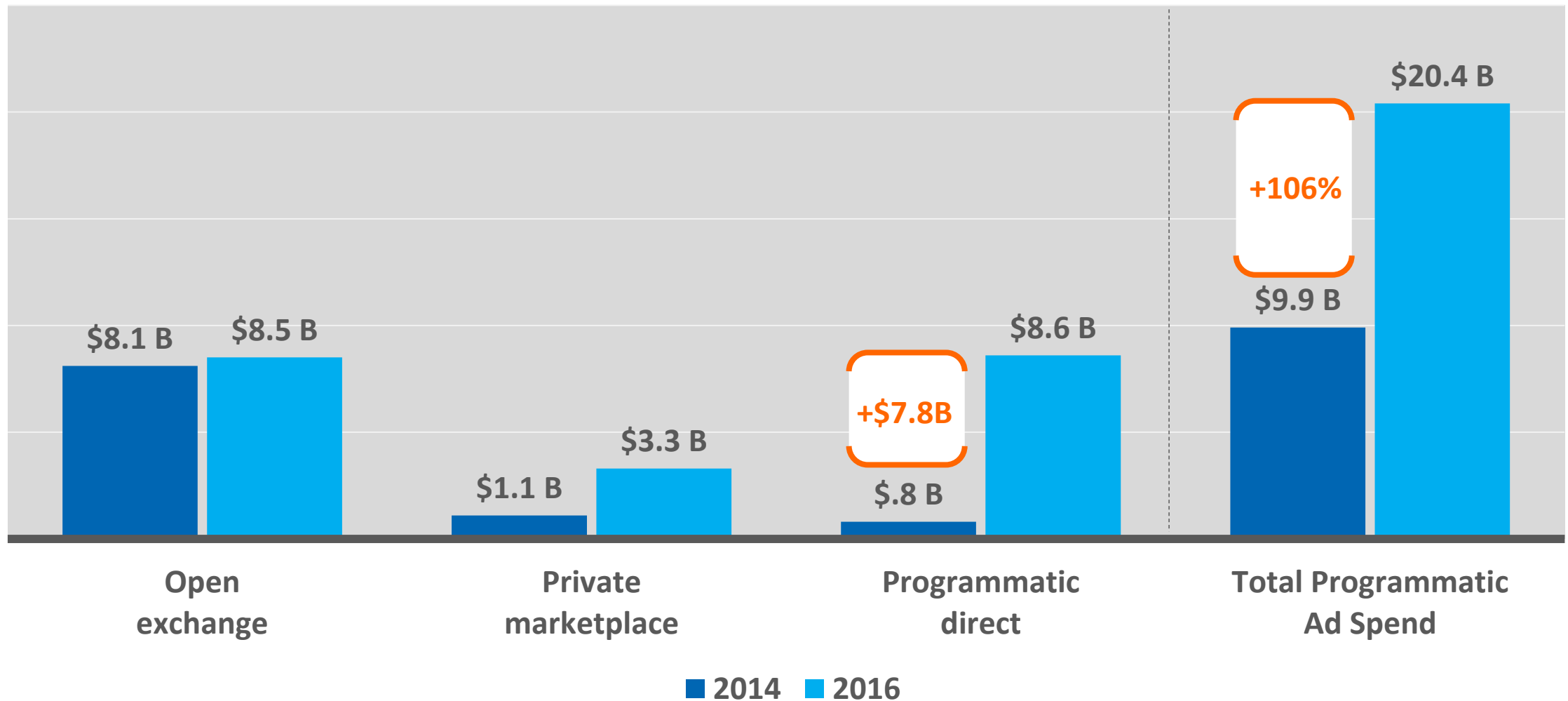
- Emerging programmatic channels
- Buyer-Seller parity
- Rethink the waterfall
- Impact to organization structure

## Programmatic **FUTURE**



- Premium/Proprietary ad units
- Big data gets bigger
- Programmatic mobile
- Unified ad tech platforms

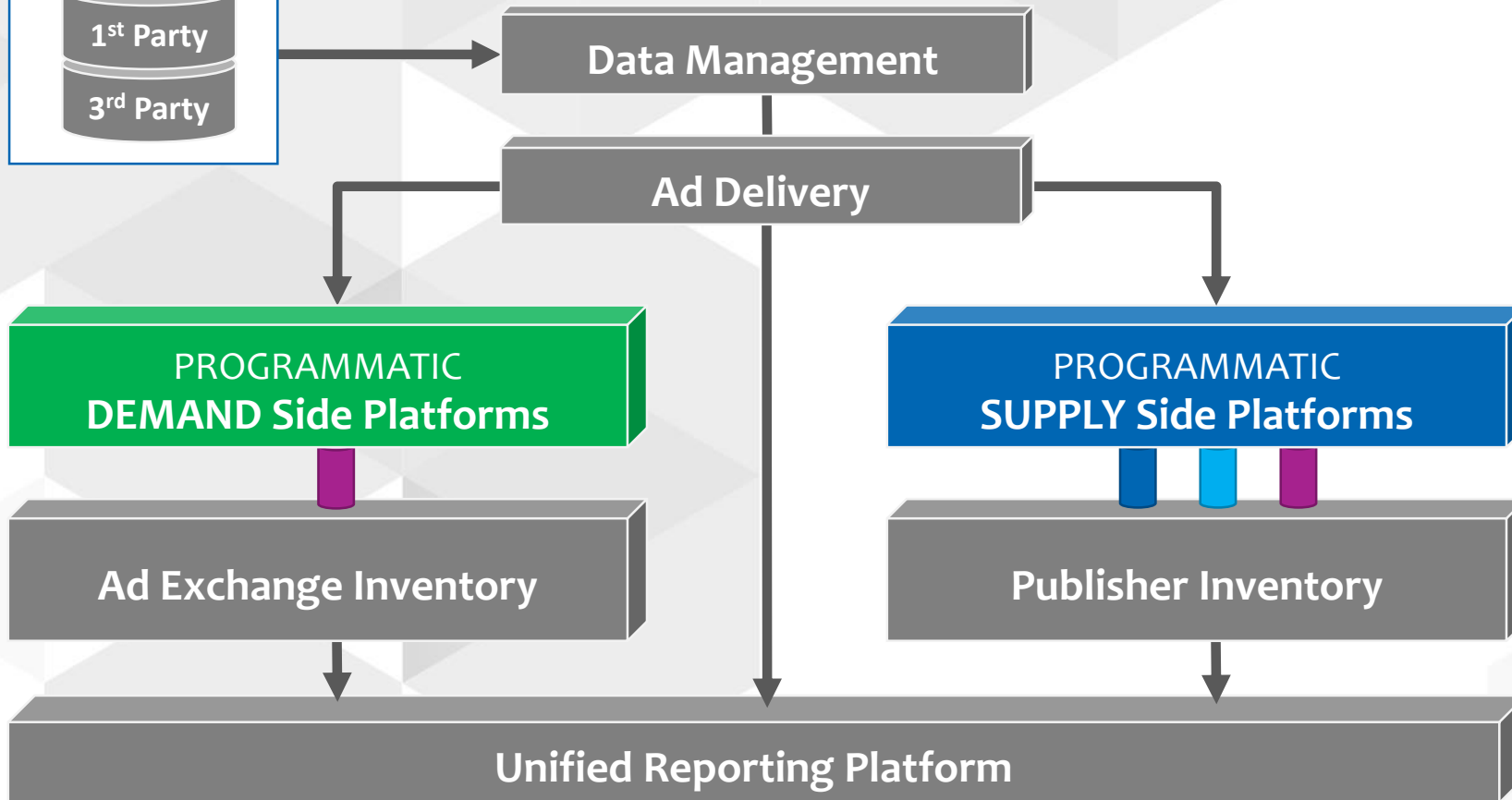
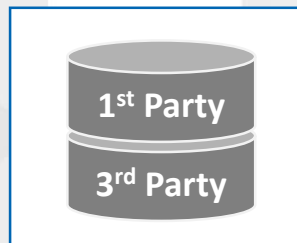
# US Programmatic Channels Mature






Source: eMarketer

# Programmatic-Centered Ad Technology Stack

## Data Sources



## Programmatic Channels

-  Programmatic Direct
-  Private Marketplace
-  Open Exchange

# Key Programmatic Takeaways

*From a publisher's perspective*

- 1 Establish programmatic as a core competency
- 2 Select the right technology partners
- 3 Embrace culture of test & learn
- 4 Hire the right talent